

ecogolf
Project Zero

WHO

Eco Golf is located in the heart of the corn-belt in Northwest Indiana. At *Eco Golf* we not only sell the tees we make them as well. This means there are no middlemen when you buy directly from our factory. We offer competitive pricing on what we believe to be the best tee on the market.

WHAT



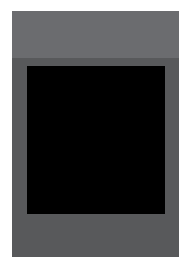
At *Eco Golf* you can choose from the *Endurance Eco* tee that is already being sold to top tee golf courses and resorts world wide; Or you can take advantage of the latest technology in the eco *Tee2Green* tee. The *T2G* offers the latest advances in biopolymer technology in the green friendly environment.

WHY

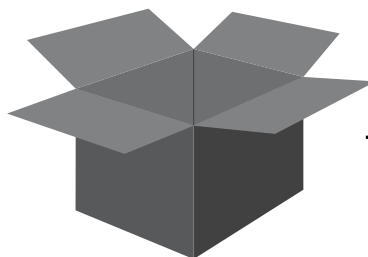
By using the eco tees from *Eco Golf* you are helping save millions of trees that are cut down each year in order to produce traditional wood tees. In addition to being biodegradable, eco tees last longer than traditional wood tees, thus reducing tee box litter. Not only are you improving your environment by using your eco tees but you're improving your game with their patented design that practically eliminates friction all together.

PROBLEM

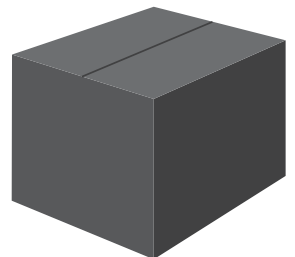
Eco Golf is currently packaging the eco tees in harmful plastic bags which are not only non-recyclable but the consumer reports state that the initial packaging doesn't match the life span of the tees and is not reusable. The way in which the individual bags are packaged for shipment is harmful to the environment and produces excess waste by using the box with in a box method.



50 Tees / Bag



100 Bags / Box



10 Boxes / Box

SOLUTION

Eco Golf will create a packaging solution that will bring the emissions to a near zero. We will use a reusable bag that is made from all natural materials that can all be safely grown and when the bag is no longer usable it can be decomposed through a natural biodegradable process. The bags are designed at a certain size so that they produce as little waste as possible in the production process.

This solution allows the consumer to take their bag to any golf store and refill them, thus eliminating useless packaging that would normally cause excess waste. On the retail end it will eliminate extra boxes and minimize storage of the product because the tees will be shipped in a single crate that will double as a display unit.

TURN AROUND TIME LINE

MATERIAL

Manufacturer to Eco Golf ≤ 10 Days

CONSTRUCTION

Wash Fabric ≤ 3 Days

Cut Fabric ≤ 4 Days

Sewing ≤ 10 Days

SHIPPING

Production to Shipping Department ≤ 3 days

Eco Golf to Retailer ≤ 10 Days

TOTAL PRODUCTION TIME ≤ 40 DAYS

BUDGET

FABRIC ≤ \$5,000.00

CRATE MATERIAL ≤ \$500.00

SHIPPING ≤ \$3,500.00

LABOR ≤ \$15,500.00

TOTAL BUDGETARY PROJECTION ≤ \$24,500.00

SPECS



MATERIAL SPECS PER BAG

(2) 4" x 4" Panels (Bag)

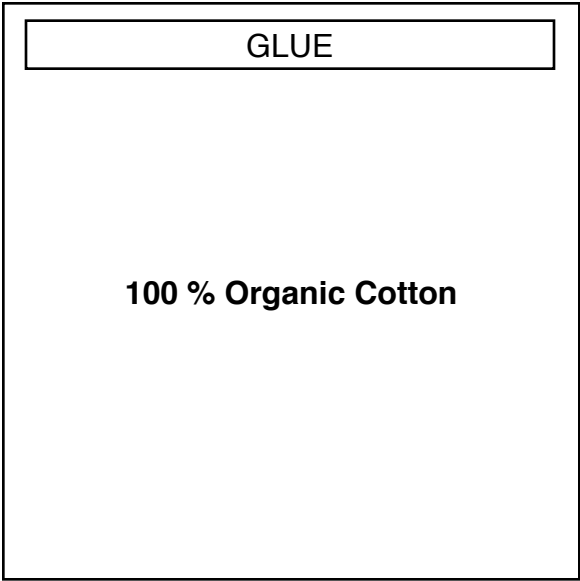
(2) ¼" x 10" Strips (ties)

FINISHED SIZE

3 ¾" x 3 ¾"

RESEARCH

After extensive research it has been shown that the most environmentally friendly fabrics on the market today are *organic cotton*, *bamboo* and *hemp*. Each of these fabric materials were studied based on their origin, pesticide content, water usage, fertilizer usage, availability, production time and the overall effects the plant growth has on crop soil. Each fabric profile page will list these findings as well as cost, weight, amount of material needed (based on fabric roll size), the durability and aesthetics of each fabric.



COMPANY: Enviro Fabrics
FABRIC: Candelight
CONTENTS: 100% Organic Cotton
SIZE: 36" x 60"W
COST: \$17.98/yard
WEIGHT: 10oz/yd²
ORIGIN: California

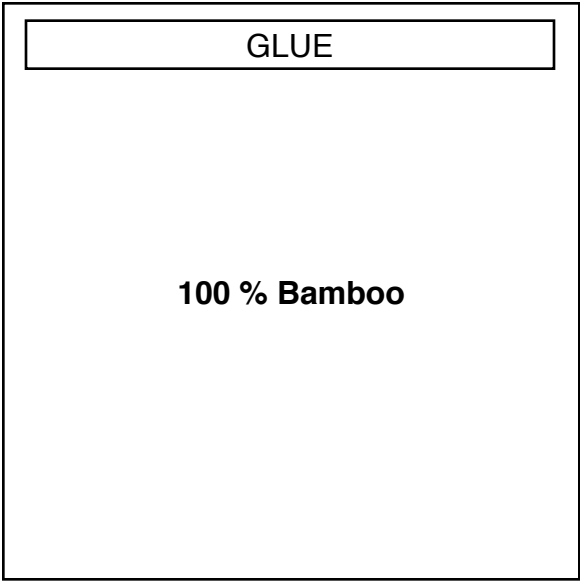
ENVIRONMENTAL ANALYSIS

PESTICIDE / HERBICIDE CONTENT:	NONE
WATER USAGE:	HIGH (22,000 gal / kg Cotton)
FERTILIZER USAGE:	HIGH
LAND NEEDED TO HARVEST:	HIGH
SOIL RESTORATION:	MEDIUM
DURABILITY:	MEDIUM
FABRIC WASTE:	LOW (.01%)

COST ANALYSIS

# OF BAGS:	10,000
YARDS NEEDED:	145
TOTAL FABRIC COST:	\$2,607.00
TOTAL WEIGHT:	13,140 lbs
EST. SHIPPING COST:	\$3,154.00 (\$120.00 / 500 lbs)
EST. LABOR COST:	\$15,500.00
EST. COST PER UNIT:	\$2.13

COTTON



COMPANY: Enviro Fabrics
FABRIC: PFD
CONTENTS: 100% Bamboo
SIZE: 36" x 62"W
COST: \$13.50/yard
WEIGHT: 7oz/yd²
ORIGIN: China

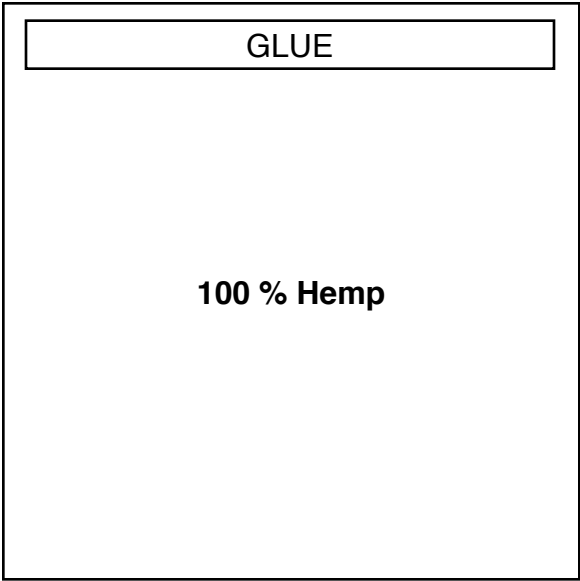
ENVIRONMENTAL ANALYSIS

PESTICIDE / HERBICIDE CONTENT:	NONE
WATER USAGE:	HIGH
FERTILIZER USAGE:	NONE
LAND NEEDED TO HARVEST:	MEDIUM
SOIL RESTORATION:	HIGH
DURABILITY:	MEDIUM
FABRIC WASTE:	MEDIUM (.5%)

COST ANALYSIS

# OF BAGS:	10,000
YARDS NEEDED:	150
TOTAL FABRIC COST:	\$2,025.00
TOTAL WEIGHT:	9,843 lbs
EST. INTL. SHIPPING COST:	\$3,938.00 (\$200.00 / 500 lbs)
EST. LABOR COST:	\$15,500.00
EST. COST PER UNIT:	\$2.15

BAMBOO



COMPANY: Green Sage

FABRIC: Gull

CONTENTS: 100% Hemp

SIZE: 36" x 59"W

COST: \$30.00/yard

WEIGHT: 8oz/yd²

ORIGIN: China

ENVIRONMENTAL ANALYSIS

PESTICIDE / HERBICIDE CONTENT:	NONE
WATER USAGE:	LOW
FERTILIZER USAGE:	LOW
LAND NEEDED TO HARVEST:	LOW
SOIL RESTORATION:	HIGH
DURABILITY:	HIGH
FABRIC WASTE:	HIGH (.8%)

COST ANALYSIS

# OF BAGS:	10,000
YARDS NEEDED:	159
TOTAL FABRIC COST:	\$4,770.00
TOTAL WEIGHT:	12,640 lbs
EST. INTL. SHIPPING COST:	\$5,056.00 (\$200 / 500lbs)
EST. LABOR COST:	\$15,500.00
EST. COST PER UNIT:	\$2.53

HEMP

SOURCES

Books:

**Green Graphic Design, by Brian Dougherty with Celery Design Collaborative,
Alworth Press, 2008**

**Cradle to Cradle, by William McDonough and Michael Braungart,
North Point Press, 2002**

Websites:

www.organic.lovetoknow.com

www.theokobox.com

www.lisasecoworld.com

www.greensage.com

www.envirofabrics.com

www.gearjunkie.com

www.treehugger.com